

MINUTES OF THE  
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)  
THURSDAY, November 4, 2010, 8:00 A.M. – 9:30 A.M.  
ARDENWOOD CONFERENCE ROOM  
3300 CAPITOL AVENUE, BUILDING A

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1. **CALL TO ORDER**           The meeting was called to order at 8:04 a.m.

2. **ROLL CALL**

**Commissioners Present:** Bonior, Chang, Cox, Dickstein, Dutra, Koan for Lee, Kraus, Tehrani, and Tran

**Commissioners Absent:** None

**Staff Present:**               Lori Taylor, Economic Development Director  
Elisa Tierney, Housing & Redevelopment Agency Director  
Bill Cooper, Redevelopment & Housing Project Manager  
May Lee, Redevelopment & Housing Project Manager  
Kim Marshall, Executive Assistant

Commissioner Dutra and Director Taylor thanked Commissioner Matt Dickstein and Commissioner Nik Tehrani for 10 years of service on EDAC. They were recognized for their commitment and participation as members of the commission.

3. **APPROVAL OF MINUTES**

The regular minutes of September 2, 2010 were approved. MSC Tehrani/Chang, all ayes.

4. **PUBLIC COMMUNICATIONS**

None

5. **COMMISSIONER/STAFF REPORT ON SECTORS**

## **Industrial**

Director Taylor stated that Tesla is planning to begin manufacturing vehicles in 2012 and hopes to expand to use all of their facility in the next 5 – 10 years. Solyndra is consolidating their locations to maximize efficiency at their new state of the art facility. They will begin moving staff from their Milpitas operations to Fremont. All of their manufacturing will be done in their new Fab 2 location.

## **Retail**

Commissioner Chang said that Target and a 16 screen movie theater will be coming to Planning Area 5 at Pacific Commons and are expected to open Spring 2012.

## **Chamber of Commerce/Business Associations**

Alternate Commissioner Koan said that Warm Springs will have their Tree Lighting on December 4.

Nina Moore shared that the Green Forum held at Solaria was a great success. On January 20 the Chamber will be hosting a Safety & Wellness event with speaker Ted Boyd. On January 28 there will be a Job Fair & Building Business event at the Fremont Adult School.

## **Labor & Employment/Education**

Director Taylor said the unemployment rate for Fremont has remained steady at 8.4%. Commissioner Moore said that Measure G & K passed which will help expansion at Ohlone College and maintaining resources for the Fremont Schools.

### **6. COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS**

None.

### **7. COMMISSIONER/STAFF REPORT ON EDAB, JVSU, OTHER MEETINGS**

There will be a General Plan Workshop on Saturday, November 6 with several break-out sessions including information on Economic Development.

The 2011 EDAC schedule was presented. The City of Fremont will be on a furlough the last two weeks of December. Therefore, the January EDAC meeting will be moved to January 13. Director Taylor asked to be notified if the new date will not work.

The Annual Broker Event will be held on Thursday, February 3, 9:00 a.m. – 10:30 a.m. in the Fremont Council Chambers. Economist Jon Haveman from Beacon Economics will be the speaker and will be

presenting an economic forecast for Fremont and our region.

## **8. SCHEDULED ITEMS**

### **8.1 Housing Update from Redevelopment**

Director Tierney stated that the number of seniors in Fremont is approximately 30,000. In ten years that number will double. This is why Housing & Redevelopment is evaluating the current needs and looking at how the population will be changing in the future.

Manager Lee talked about the term “affordable housing.” Affordable means that 30% of income is used for rent/payment. The RHNA says that Fremont must have 3,000 units of affordable housing. There are different thresholds of affordable housing: extremely low (family of 4 earning \$27,100), very low (family of 4 earning \$45,100), and low (family of 4 earning \$54,200). These workers could be teacher’s assistants, housekeepers and other professions.

Manager Cooper talked about the other types of housing needs that Housing & Redevelopment works to provide in Fremont: senior housing, disabled housing, family housing, and supportive housing (case manager onsite).

Commissioner Dutra asked if Fremont has an “opt out” fee for developers and how is the fee used. Manager Lee said that the money is used to construct more affordable housing projects. Director Tierney said that this give the City more control. The City’s Affordable Housing Ordinance states that 15% of development must be set aside for affordable housing.

### **8.2 Update on South Fremont/Warm Springs Area Studies**

Director Taylor talked about the South Fremont/Warm Springs Area Studies. The head consultant team is Perkins + Will an international land use planning firm. There are other consulting firms as the studies cover several specialized areas such as economics, transportation, and infrastructure. The goals and objectives include: job retention and creation, economic sustainability, environmental sustainability, future BART Station, community quality of life, and connections.

Director Taylor shared the intense project schedule. The first Community Workshop was held October 4. There will be another opportunity for public input on November 6 as part of the General Plan presentation. On December 6 there will be an additional Community Workshop. There will be several Council Meetings – November 16 and December 14.

Nina Moore stated that the Chamber’s Government Affairs group will be making recommendations on the studies. She asked that anyone who would like to participate should contact her.

## **9. FUTURE AGENDA ITEMS**

- Midtown presentation
- New signage guidelines

**10. ADJOURNMENT**    The meeting was adjourned at 9:29 a.m.